

IN THE SPECIFICATION

Please amend the paragraph beginning at page 14, line 8, as follows:

FIG. 3 shows a storage and display product 2.10 according to a second embodiment of the present invention that also facilitates the method of FIG. 1, and meets the objectives of the present invention. Note that the decimal reference numerals in FIG. 3 are intended by their prefix “2” to denote the second embodiment, the suffix to denote part number, and like suffixes used in FIGs. 2 and 3 denote like components (e.g., 1.50 and 2.50 are an identical holder, 1.57 and 2.57 identical holder information, and 1.53 and 2.53 identical concealed holder information. In this embodiment, indicia 2.40 incorporates two concealed indicia fields 2.46 adjacent to opposite edges of indicia 2.40. Two lines 2.45 separate concealed indicia fields 2.46 from displayed indicia field 2.42 on which displayed indicia information 2.43 is printed. The desired side of the indicia 2.40 selected from an indicia source is placed under two die cut tabs 2.58 cut into holder 2.50, revealing the displayed indicia information 2.43 and displayed holder information 2.57, yet covering concealed holder information 2.53.